

FIG. 5

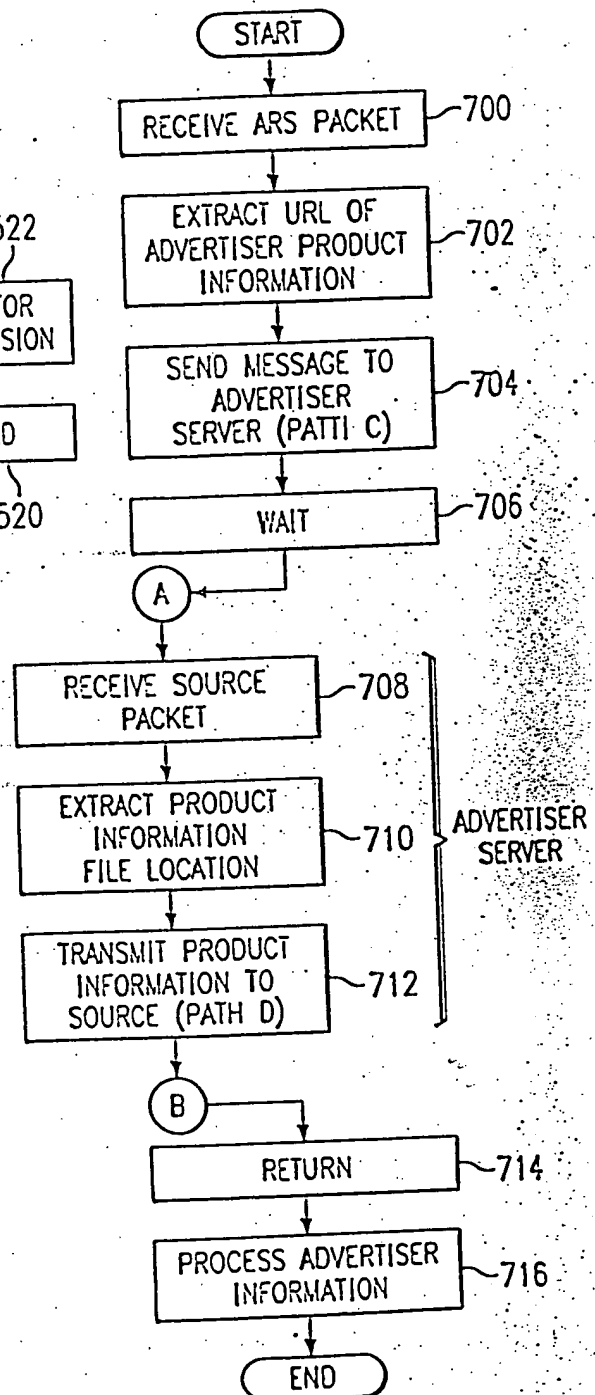


FIG. 7

DISPLAY

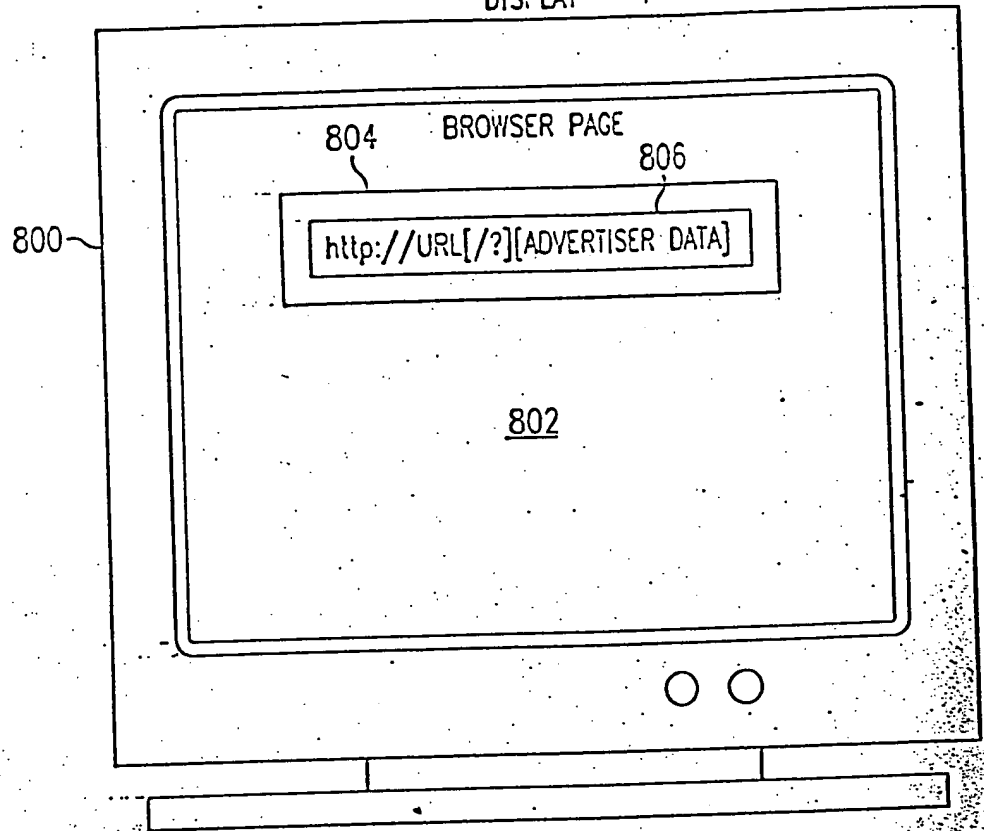


FIG. 8

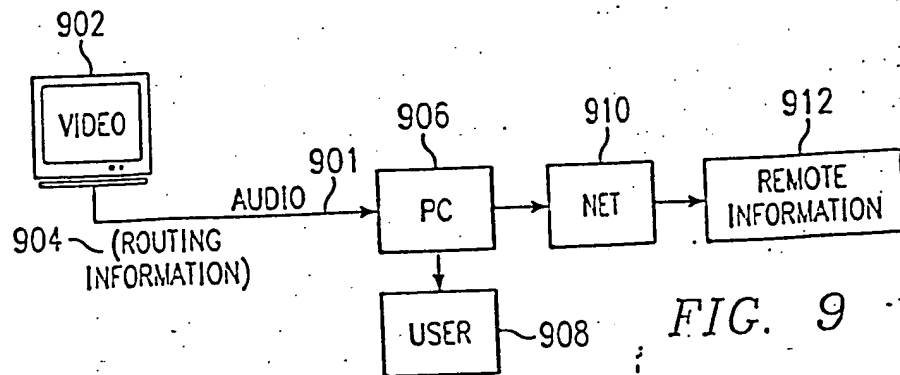
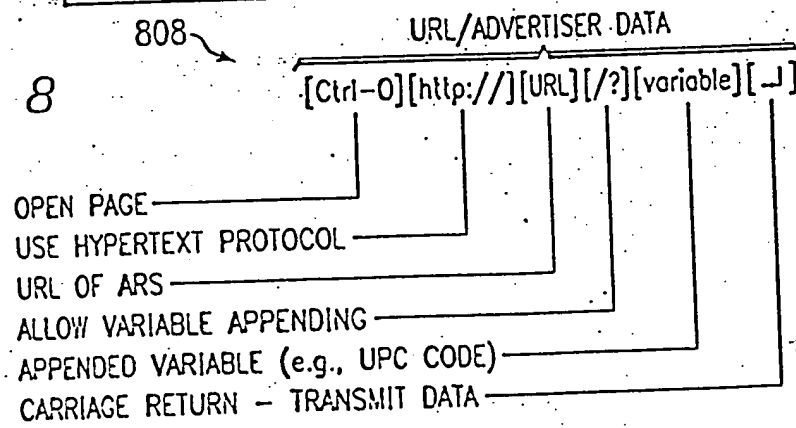
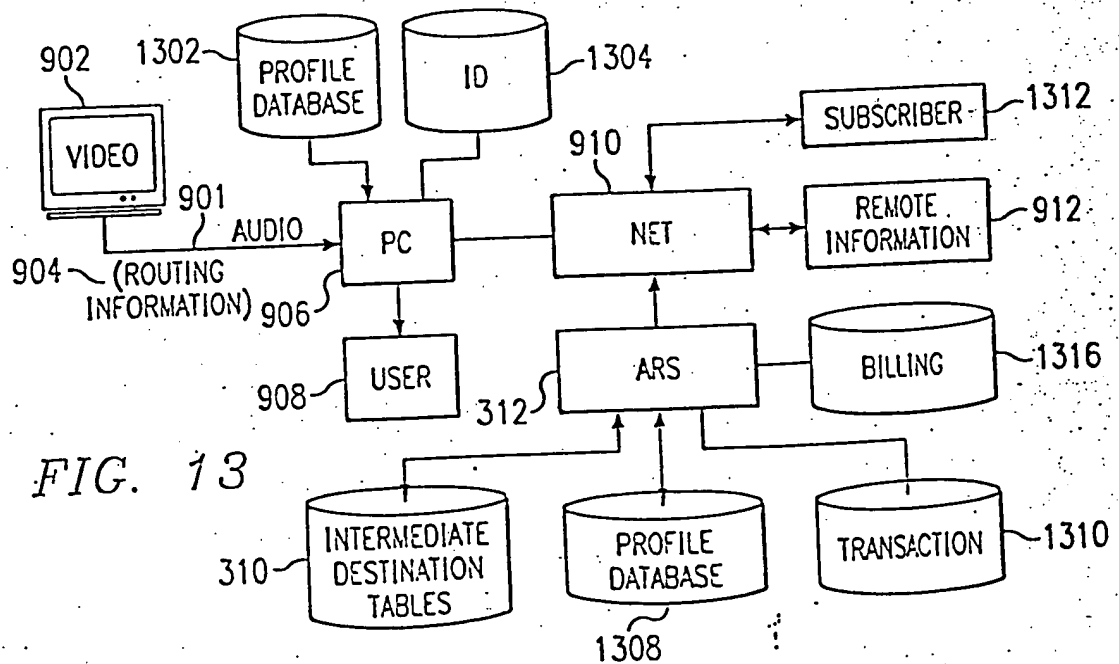
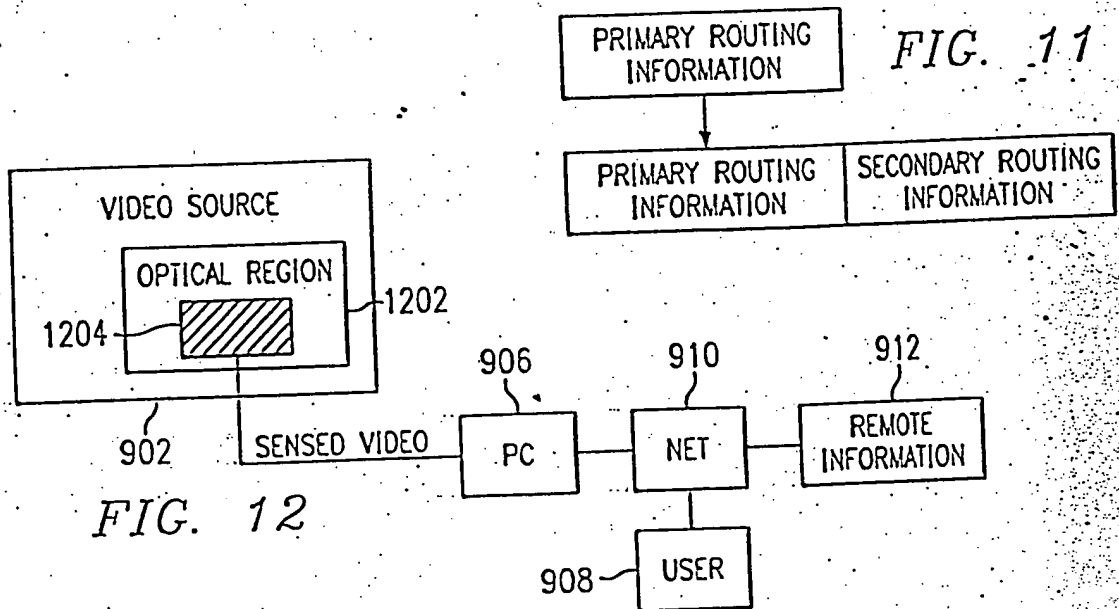
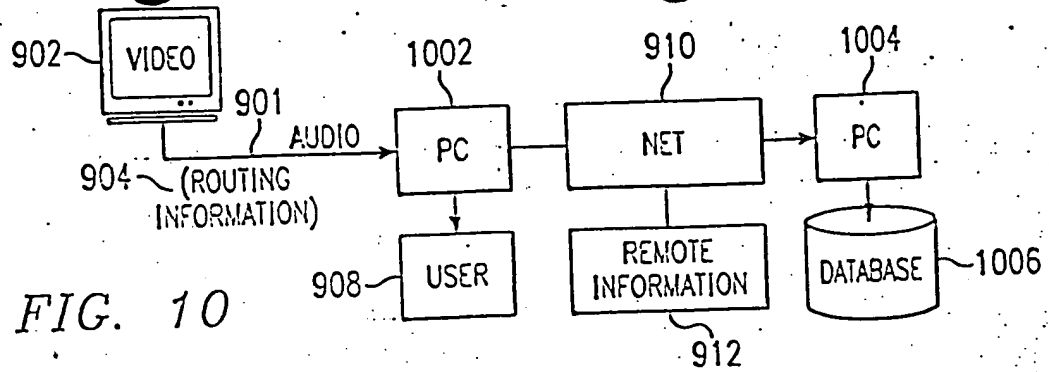


FIG. 9



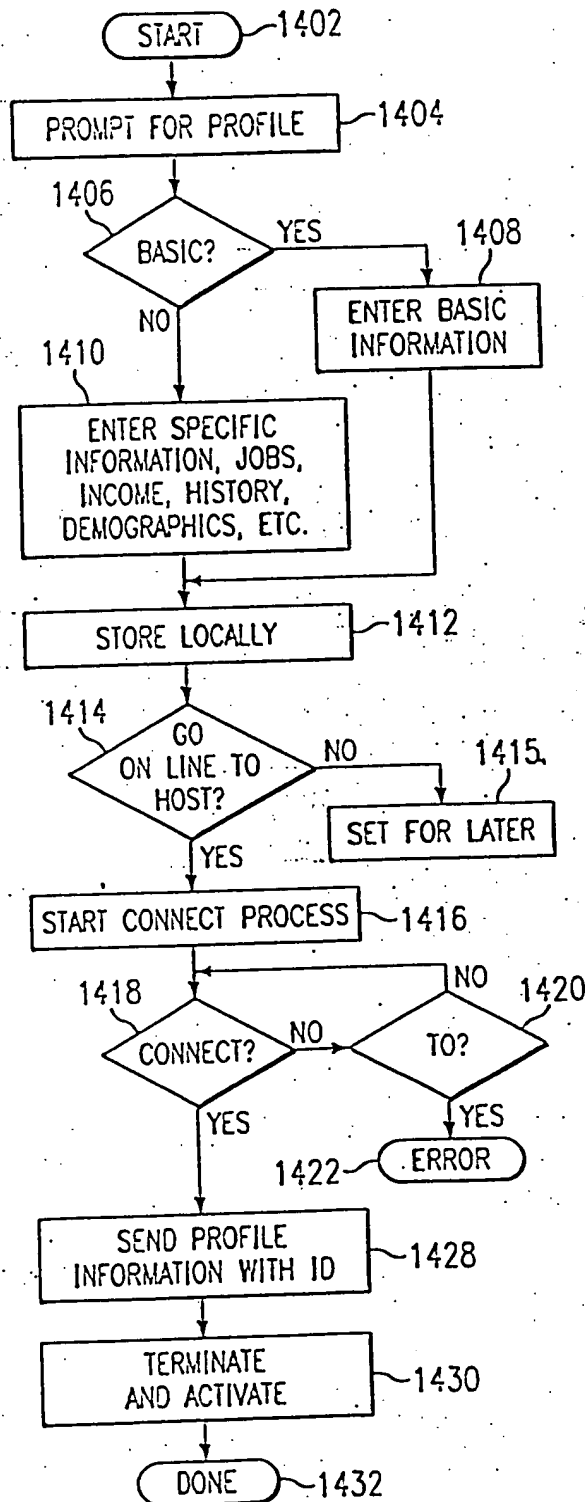


FIG. 14

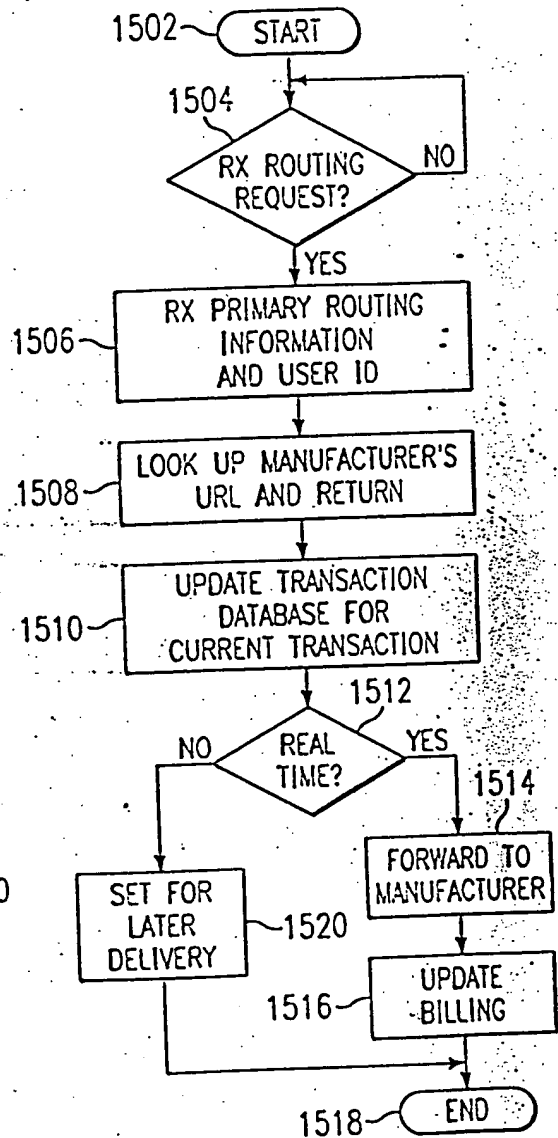


FIG. 15

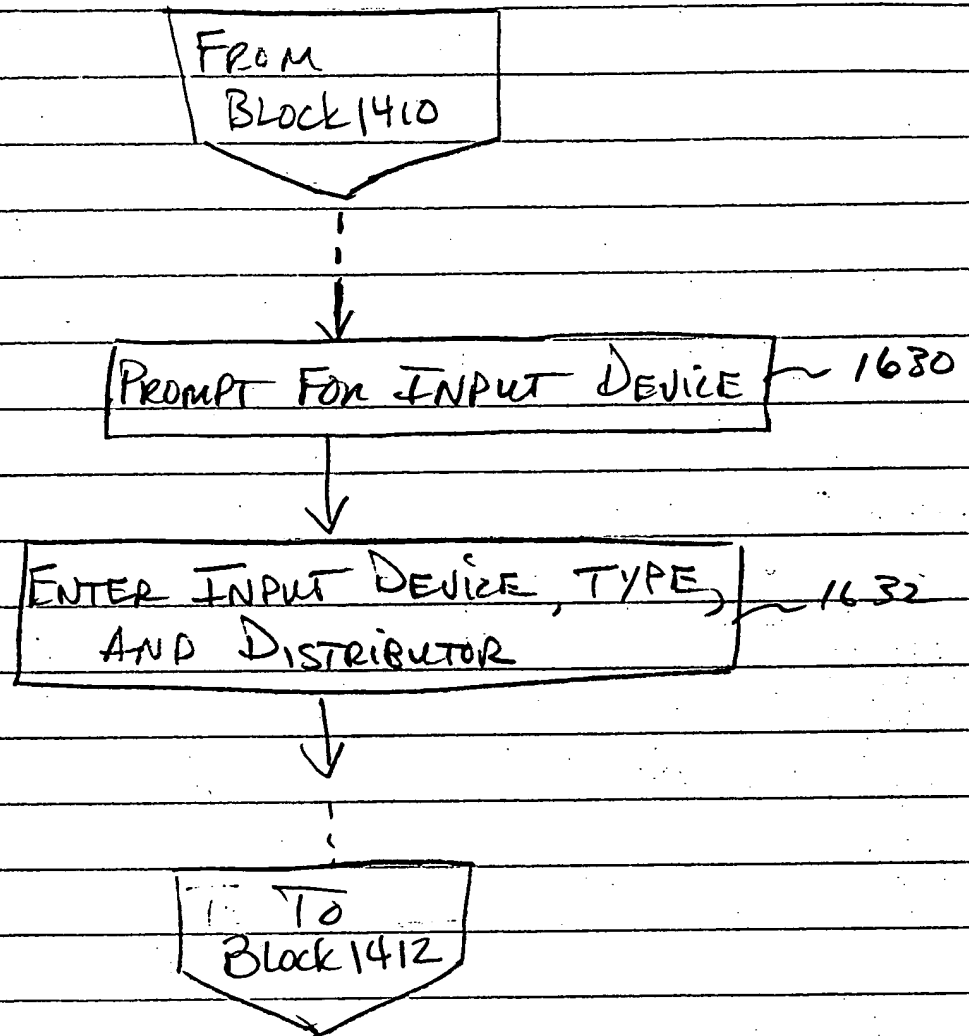


FIG. 16a

FIG. 16

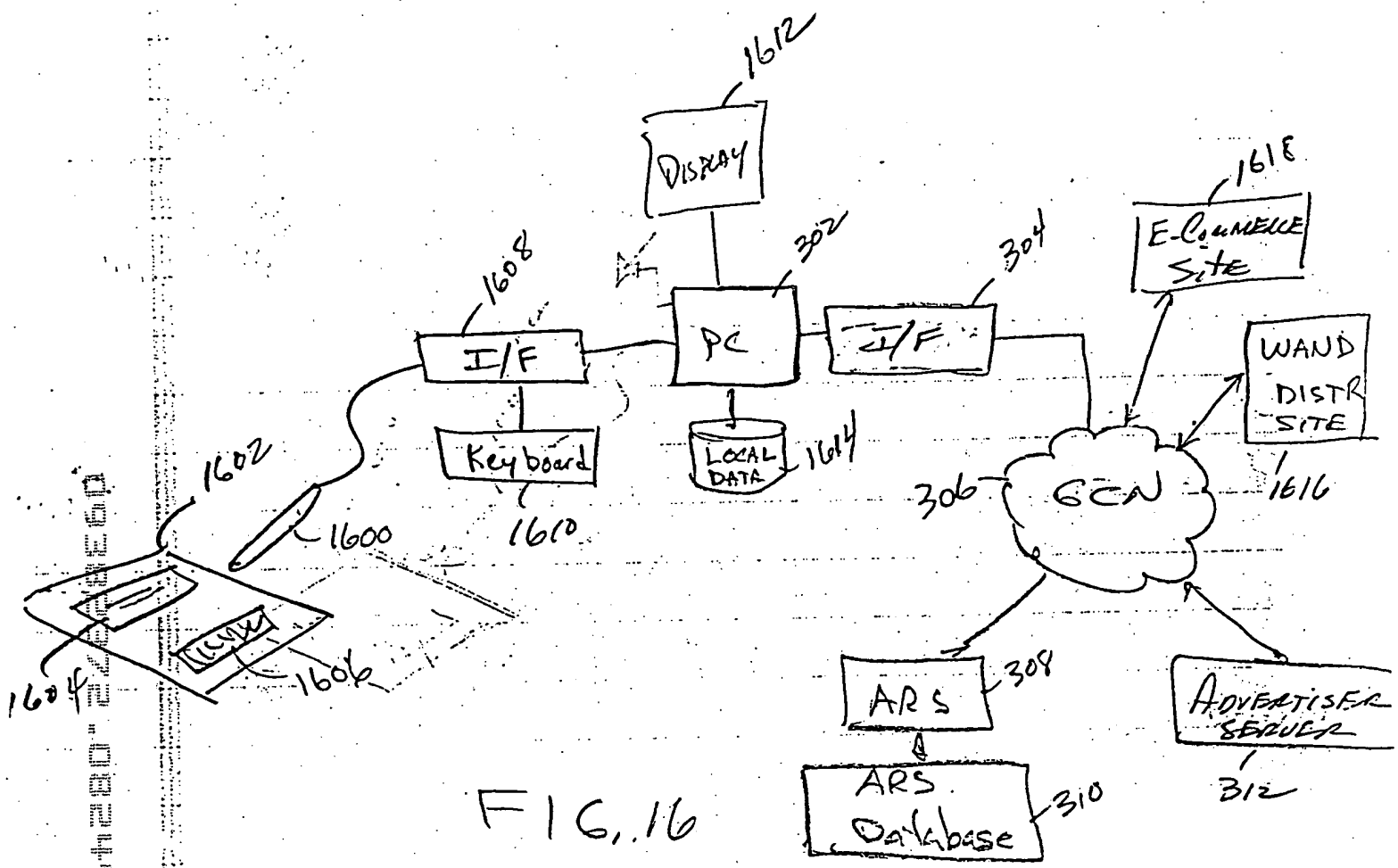


FIG. 16

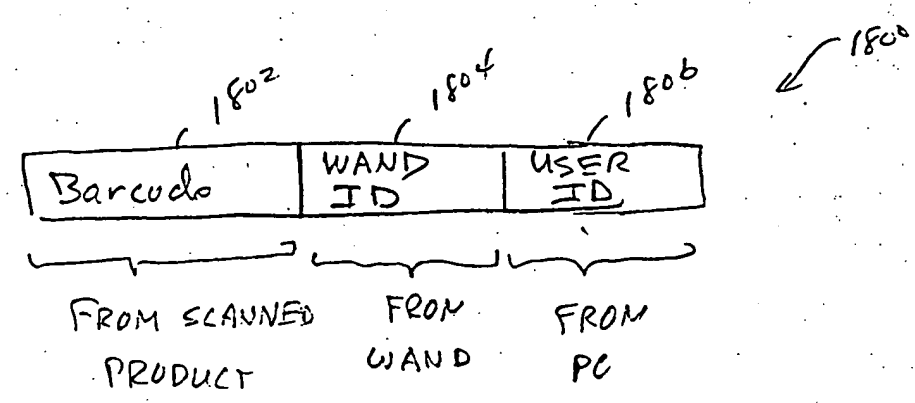
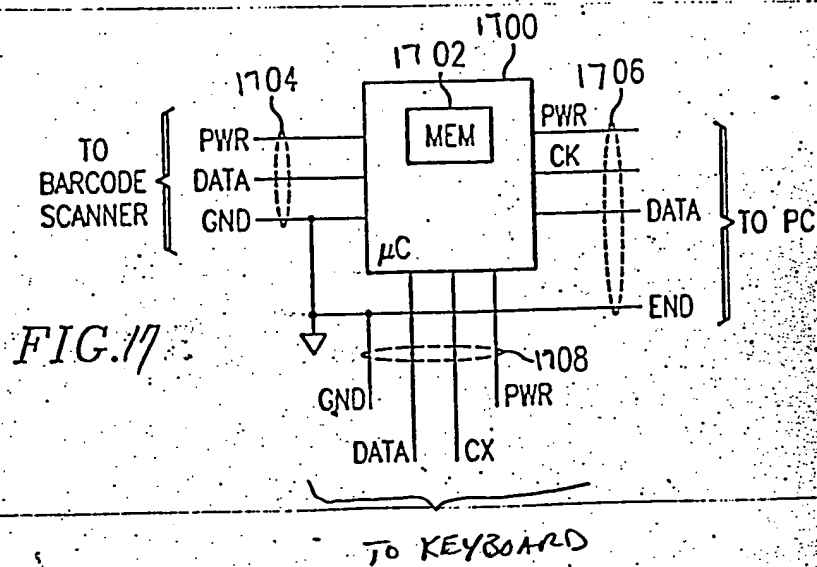


FIG. 18





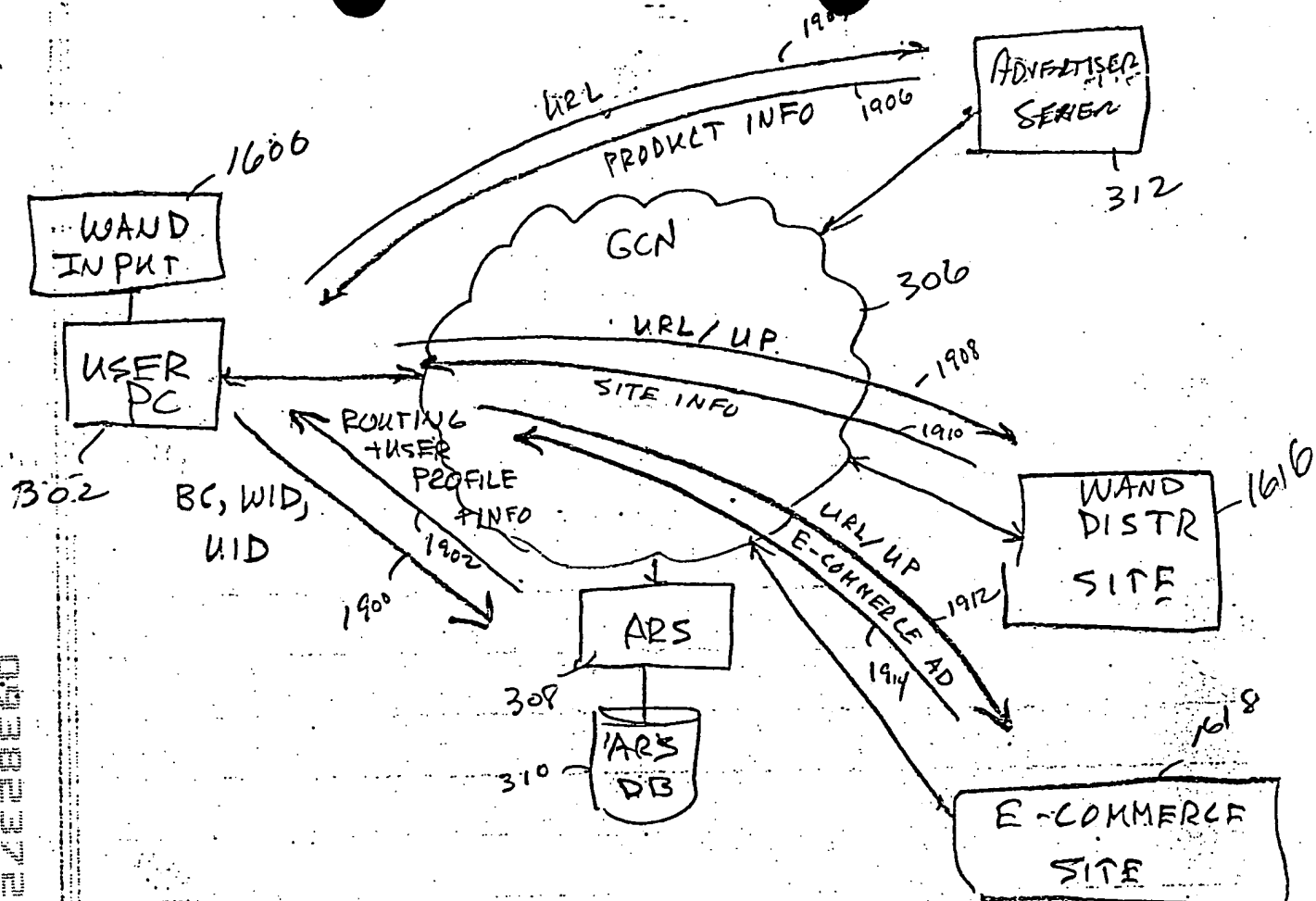


FIG. 19

00382372.082499

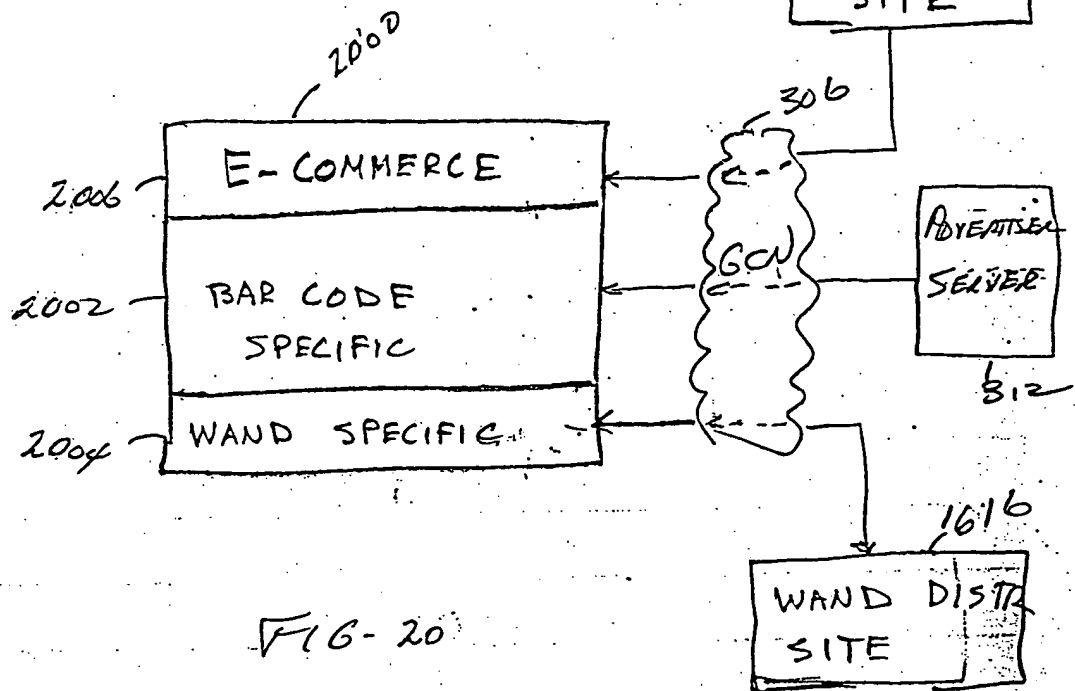
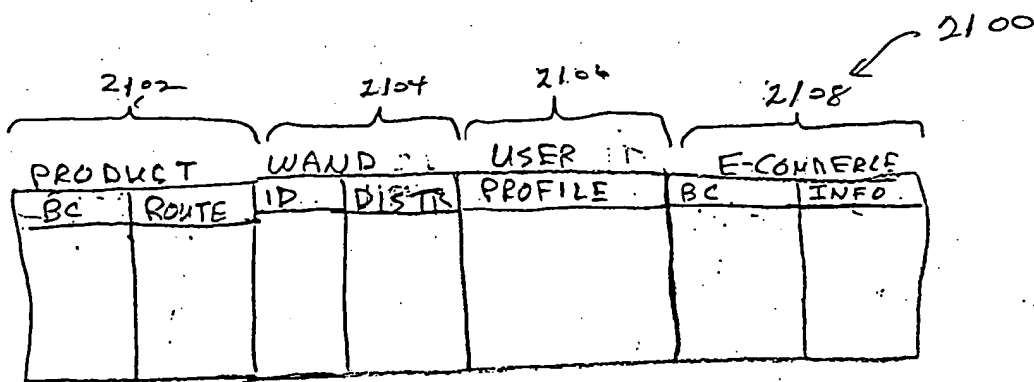


FIG-20



PRS DATABASE

FIG-21

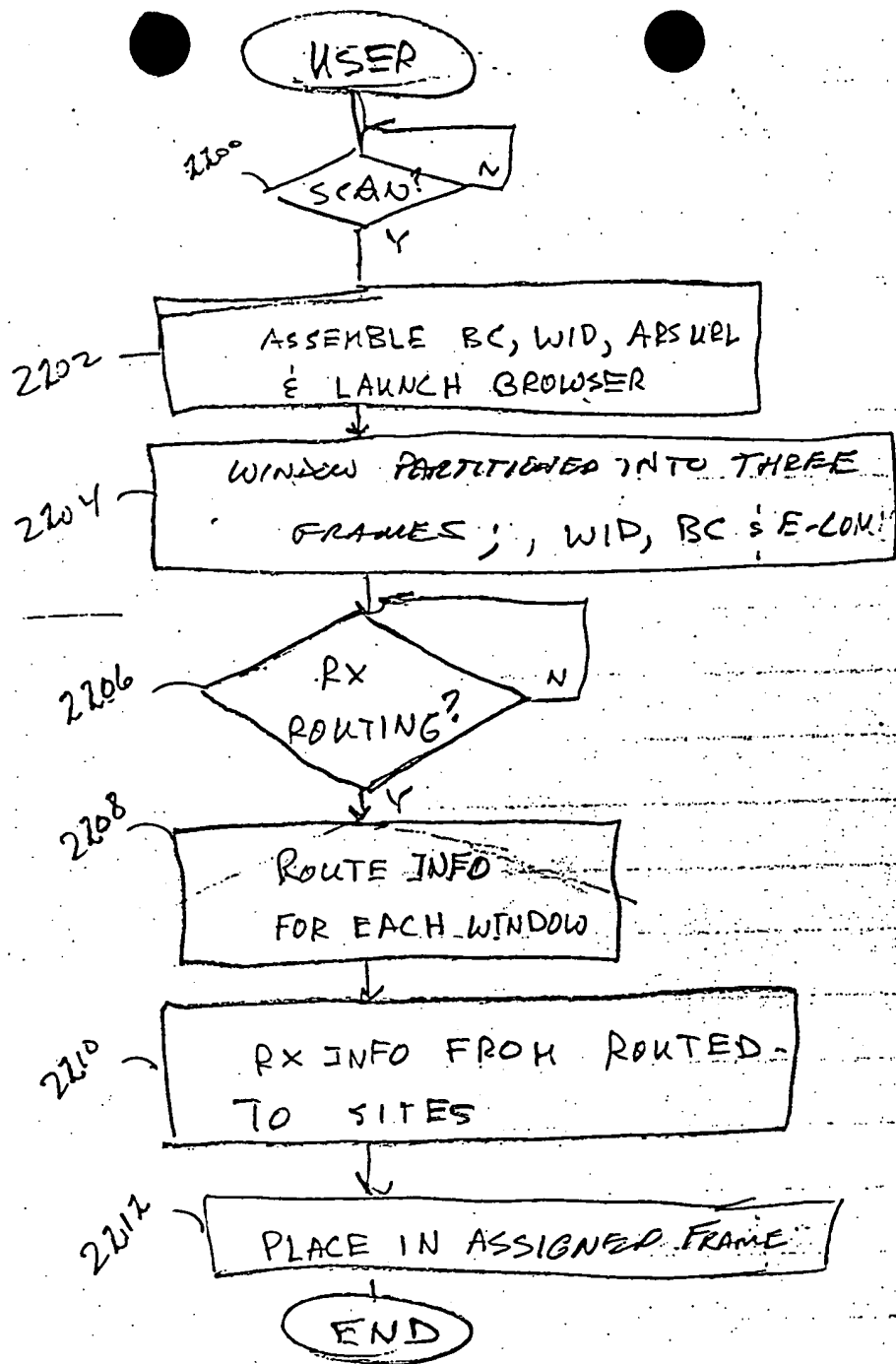


FIG-22

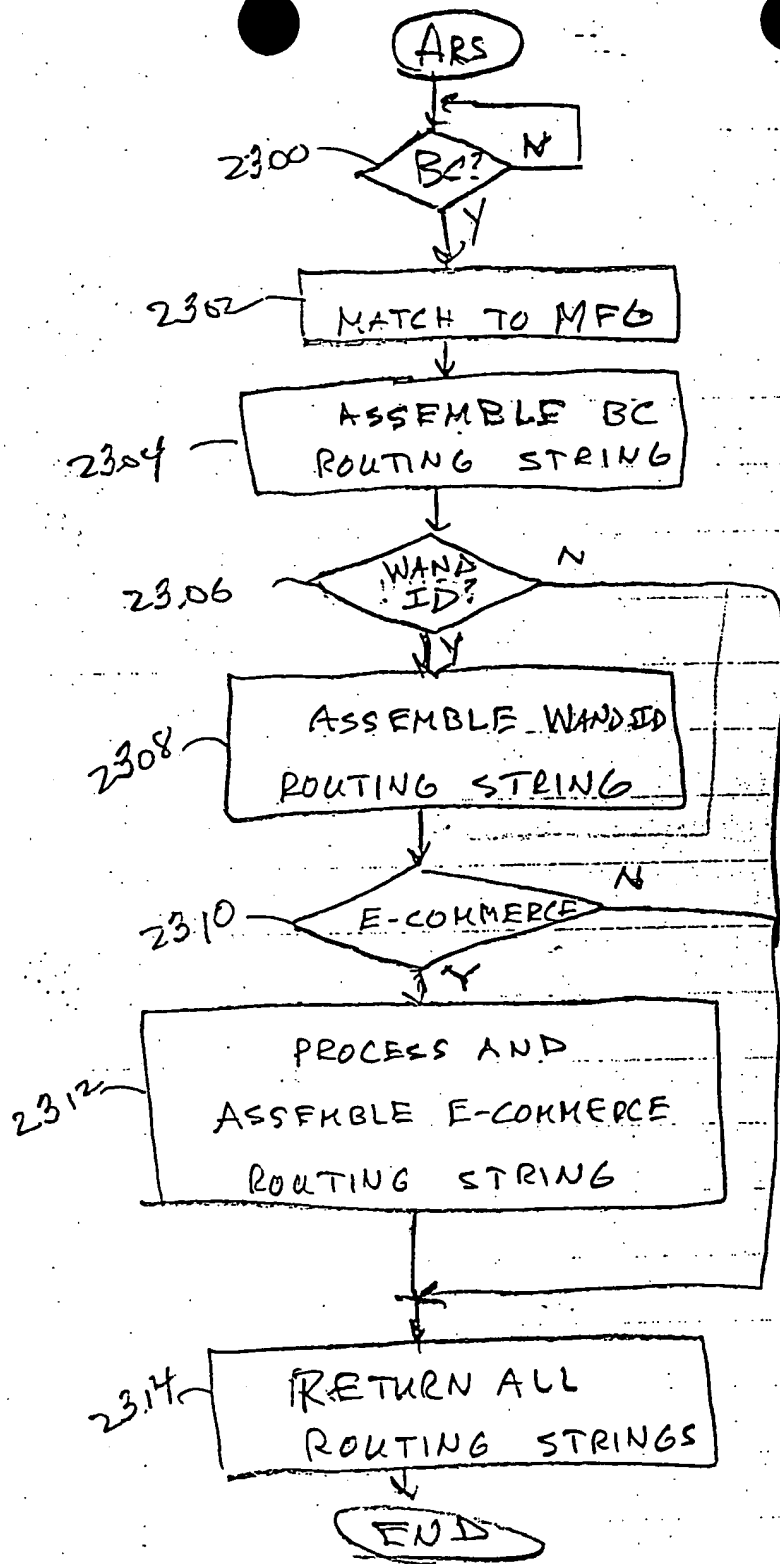


FIG. 23

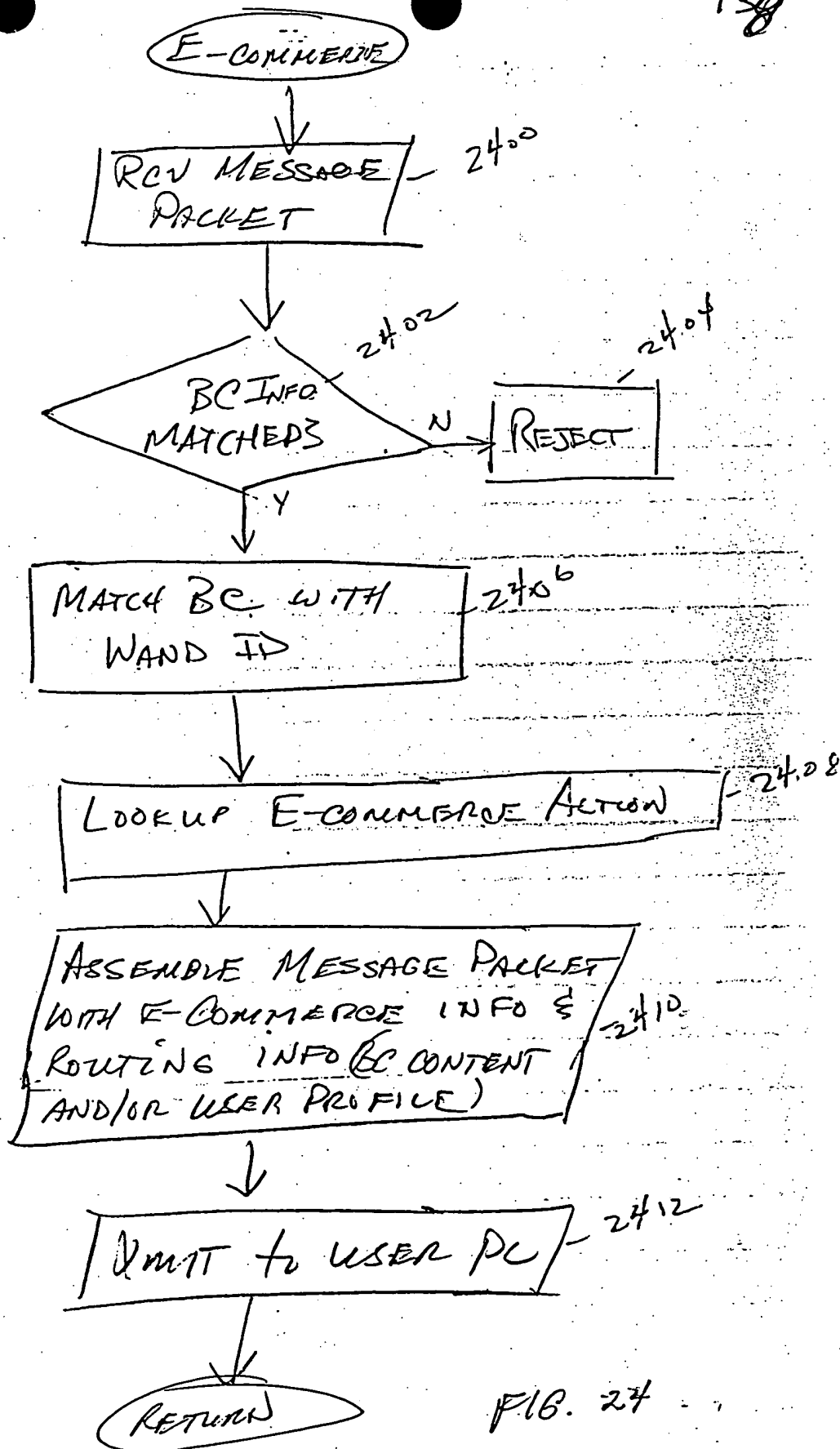
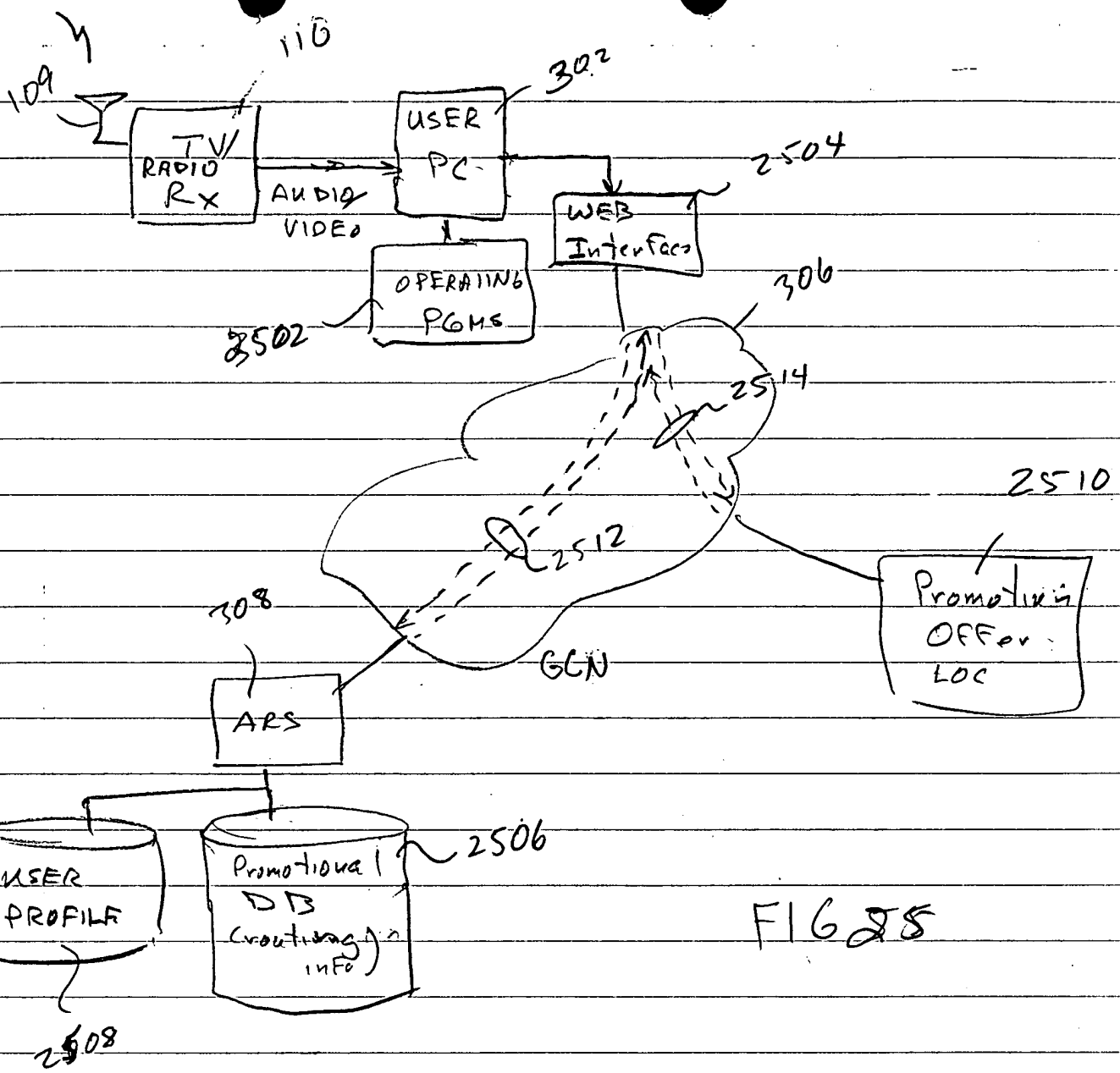


FIG. 24

664280-2428663

FIG. 25



Advertiser 2602

Send Pre announce  
of Promotion to ready  
consumer - download software 2604

Send visual header  
on broadcast to alert  
consumer as to impending  
Tono 2606

Send unique ton- 2608

END 2610

FIG 26

START 2702

CONNECT 2704

Rx USER PROFILE  
AND PROMOTION  
HEADER 2706

Timely 2708

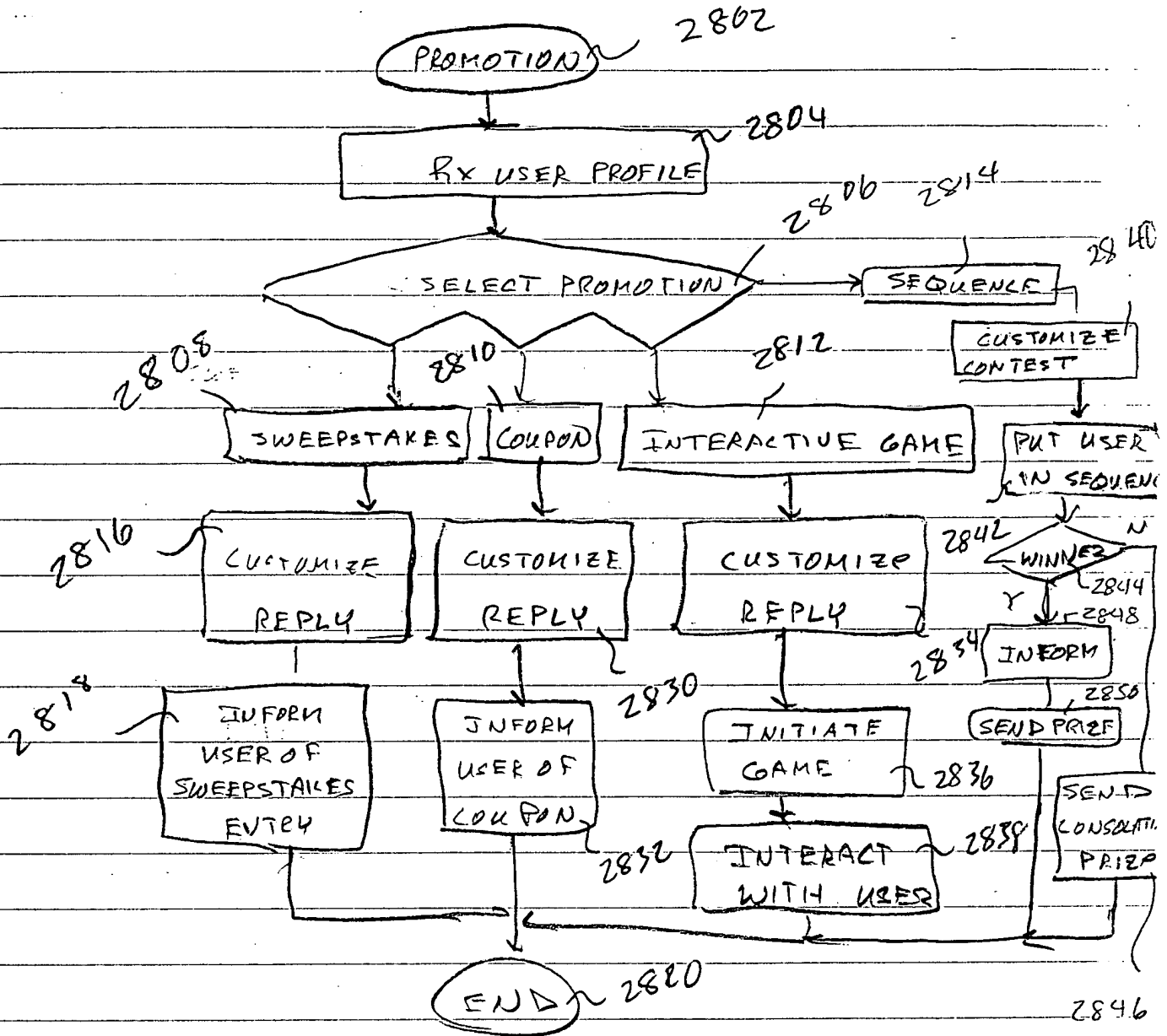
Reject 2710

OFFER PROMOTION 2712

END 2714

FIG 27





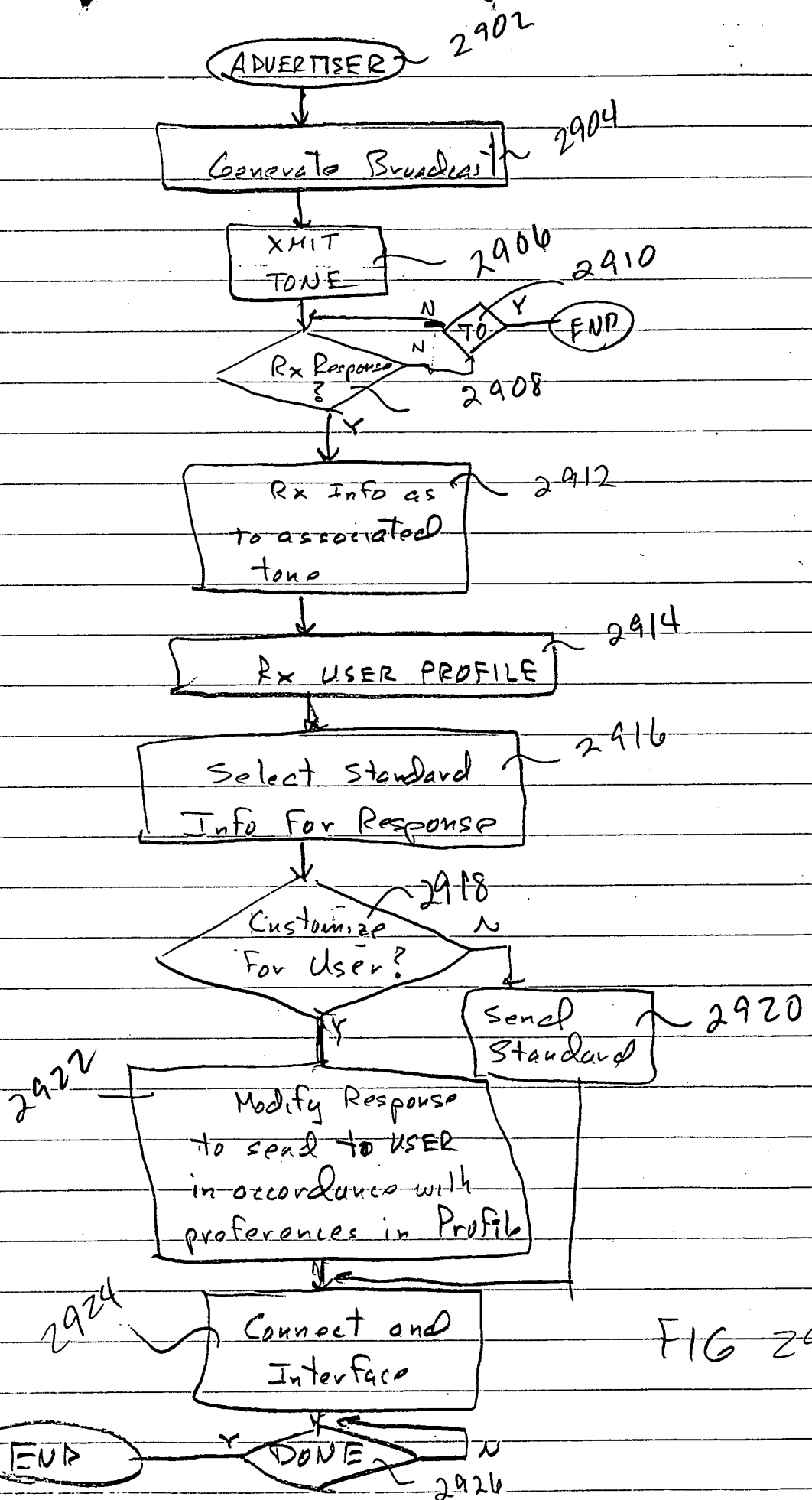


FIG 29